

THE REVIEW

Vol. XXXV—No. 6

January 16, 1941



We're Mowin' 'em Down! . . .

The world's finest sales force,
with the world's finest line is
carrying the G-B standard to
new heights.

*and selling is fun !
— in forty-one !*

A LESSON IN CONSISTENCY

Before the first World War, one company sold 90 per cent of all the truck axles made in the United States and was a consistent advertiser. But with a huge backlog of war orders, it quit advertising as a matter of economy. Then along came a rival firm (Timken), which started a vigorous advertising campaign and after things shook down to a post-war level, the once-dominant company that had sold 90 per cent of the nation's axles found it could recapture only 10 per cent of the market from its new and lusty competitors.

—Toledo Blade.

(Thanks to Jim Morrissey)

The REVIEW



Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JANUARY 16, 1941

No. 6

"THE WINNER WILL NOT REST CONTENT ON YESTERDAY'S ACHIEVEMENTS"

"He is going to beat his best efforts, and when this is done, he starts out and beats that record. He is striving for a goal a little harder to reach. He sets aside the easy things until later on and that time never comes."

I think the above little squib exemplifies the Gerlach-Barklow sales force. I know every one of you are just as happy as we are back here at headquarters over the results of the third week. It's the Gerlach-Barklow spirit that is pushing us on.

You are saying it with orders. Four of the most thrilling words in the English language. A million thanks from your employees back here in Joliet for the job you are doing. Keep pounding away; you are making business history. The start you have will make You-Yourself, Inc., a profitable organization for 1941. The increases being recorded, the reception by buyers and prospects of the 1942 Line, bear out the prediction that 1941 is a salesman's year, a year of great opportunity, and as we get further into the year we realize that the opportunity is growing—that we will have **MORE FUN IN FORTY-ONE.**

Many of you new men are doing fine and that's a big thrill. Keep in mind that the success of Gerlach-Barklow salesmen is due to the fact that they are conscious of the value of head and foot work, continual education and study of the Line. You make your own conditions. What you can do is up to you. You can make a worth-while living in 1941 selling your Line and you can from year to year increase your earnings.

It's time to begin to plan your work on Mailing Cards, Post Cards, Blotters, House Organs. Spring Time is a good time to start the use of Direct Advertising and the ADVERTISER who is READY with the MONTHLY SERVICE MEDIUMS telling of his product and service is the one who gets the business. Don't let your customers wait until they get spring fever. SELL them NOW and they'll BE READY.

Thanks sincerely to you B.E.D. makers for the job you are doing. Business regularity means success. One of the biggest thrills I get all year is sending out the President's Award in the B.E.D. CONTEST.

Make us spend more money for prizes, you Early Birds, Quota Busters and \$1,000.00 Club Members. That's your privilege and our pleasure. Selling is your life's career—a wonderful occupation that does a powerful job in keeping the wheels of progress turning. You are adding to the present and future happiness and to the material fortunes of yourself, your customers and your employees in this great year of 1941.

Keep the little squib at the head of this column in mind every day, fired with the enthusiasm that you must have and with the possibilities of these early weeks as well as of the entire year of 1941. My wish is that you have laid the foundation for your best year.

J. Mark

THE REAL TEST OF SALESMANSHIP

The early wires have reported many wonderful victories. Many of the largest reports have come from men who have covered their territories for many years and have so many regular buyers that time has not permitted to see them all. Some reports have come from men who did not have many established accounts, but they had planned their calls well in advance and things generally worked. Others have had some really bad breaks, due to things over which they had no control—missed appointments, sickness, and customers away on vacations. It is of this group in particular that I am thinking.

A year is a long time. There are approximately three hundred working days, each one full of opportunity. Only about twenty of them have gone by, and the real test of salesmanship is approaching. During the first few weeks it has been a matter of rushing from one known buyer to the next. Maybe you got the breaks—maybe you didn't, but many of the best salesmen in this industry do not have a large early business. Their business is spread over the entire year, and after all, regularity of sales is the most important part of our business.

If the breaks have been bad, perhaps you have been working too fast, spending altogether too much time getting from one prospect to another. The time has come when we should work slowly, establishing accounts on the parts of the line that are not particularly Christmas items.

Have you made six or more calls on Monument dealers, showing them the new "In Memoriam" booklets, No. 4-A and 5-A? The sales presentation folio gives you the vital arguments to present. Elaborate upon them and you will find monument dealers willing listeners to an idea that will help them to make greater sales. The presentation of a booklet immediately following a death in a family frequently opens the doors to the discussion of monuments. They have made thousands of sales for monument dealers and will accomplish results for others who have not used this very personal form of advertising.

James R. Talcott

GET *Your* SHARE OF DIRECT-MAIL DOLLARS!

These orders are a few of many sold in one week. You too can earn extra dollars, eliminate blank days and help yourself in the sales contests by showing and selling News Quiz, mailing cards, blotters and other monthly service ideas!

ONE OLD CUSTOMER—This is one good example among quite a few orders sold in recent days. It's an order from a cold storage warehouse in Rochester, sold by L. R. Shepard. It's a renewal. The amount, \$298.

Back in 1914, this firm was a new customer. Since then, they have used 500 Class A mailing cards every month. That's 432 months, and we have had 26 consecutive orders from the customer. Nothing sensational about the mailing cards used. They're straight Class A-10 cards this year, with the new "Brainy Bow-wows" prints. The customer uses a line drawing of his plant and a list of service offered on the back of the card.

Just think what the following new customers can mean to G-B salesmen in the NEXT 26 years!

FOUR NEW CUSTOMERS—Guy Dean and News Quiz got together last week to land an order from a steel products company in Georgia. This order calls for 300 folders a month, amounts to more than \$200.

In California, H. N. Buckley and News Quiz won an order from another new customer, who likes the Bluebird prints and signs up for \$116.

In Boston, H. F. Ricker and News Quiz collaborated to satisfy a dental laboratory; this new customer wants 500 a month with "Kiddie Ambitions," and the order totals \$315, mailing service included.

And of course other services besides News Quiz get new accounts, too. Small blotters, for instance, "Kiddie Ambitions" series, won a new customer for George Maloney in New York. It adds up to \$210 for 12,000 blotters.

These are some outstanding direct-mail orders, among a lot of others. How about it? Isn't it worth while to get new business like this?

SALES ARE FUN IN FORTY-ONE

WITH AN ALL-STAR LINE IN THE HANDS OF AN ALL-STAR SALES FORCE

Sorry we can't give you more details of the sales, but here's just an inkling of the way this great Forty-Two Line is going over, thanks to our invincible sales force and an appreciative public.

You've simply swamped us again this week—snowed us under in an avalanche of orders. Hundreds of these fine orders deserve honorable mention, because they are the result of battles fought and victories won, but it's physically impossible to keep pace with our great sales force.

We want you to know that we appreciate the wonderful job you're doing however, and hope these few sales will prove an inspiration.

Salesman	State	Line of Business	Subject	Amount
ED SIERER,	Washington	Funeral Director	Be Sure You're Right	\$730
C. I. CHAMBERLAIN,	Pa.	Bakery	Will Rogers	723
HARRY ETTER,	California	Bag Manufacturer	Special	735
SIDNEY HODSON,	Mich.	Publisher	Carrier Greetings	725
BILL McNERNEY,	Calif.	Livestock Dealer	Joy of Living	654
LEO HIMELHOCH,	Mich.	Fire Insurance Co.	Will Rogers	626
CHAS. CLAYTON,	Penna.	Funeral Director	Religious Calendars	580
M. G. MITCHELL,	Illinois	Feed and Grain	Special DeLuxe	562
R. S. OSBURN,	Illinois	Plumbing and Heating	Spirit of America	365
E. BOTTIGGI,	Vermont	Memorial Dealer	Joy of Living	132
CHAS. CLAYTON,	Pa.	Florist	Forever Yours	106
W. E. GIBSON,	Penna.	Milling Company	Houghton Mill	105
JIM GILROY,	Indiana	Funeral Director	Spanky Patrol	147
HERMAN GROTT,	Texas	Laundry	Peekaboo	220
SAM HAYNES,	Texas	Beverage Bottler	Spirit of America	106
BILL HERRMANN,	Mich.	Paint Manufacturer	My Bonnie	116
CLIFF HIGGINS,	Minn.	Dr. Pepper Beverage	Joy of Living	208
BILL HERRMANN,	Mich.	Funeral Home	Spanky Safety	100
L. HIMELHOCH,	Michigan	Coal	Be Sure You Are Right	177
H. J. KERSEY,	Penna.	State Bank	Scenes of My Childhood	191
A. McWILLIAMS,	Virginia	National Bank	Will Rogers	171
M. G. MITCHELL,	Illinois	Funeral Home	Spirit of America	136
BEN BERCOVIT,	N. J.	Real Estate, Insurance	Be Sure You Are Right	97
L. T. CUNNINGHAM,	La.	Bank	My Blue Heaven	108
W. F. DUNLAP,	Georgia	Bank	Calcraft	150
P. C. EARL,	New York	Manufacturer	Special	159
W. EGGLESTON,	New York	Loan Corporation	Spirit of America	94
J. H. ETTER,	California	Laundry	Bluebird Family	111
J. O. GAMMELL,	Mass.	Auto Body Works	Peekaboo	148
K. H. GERLACH,	Florida	Laundry	Bluebird Family	179
J. W. HATCH,	Mass.	Manufacturer	My Bonnie	143

HE NEVER SMOKES NOR GOES OUT NIGHTS
AND NEITHER DOES OUR COAL

Sold by Bill Herrmann on "Rah Rah Rah" to a Coal Dealer

YOU HAVE A FRIEND IN YOUR STUDEBAKER
Sold by A. McWilliams on "When a Feller's Got a Friend"
to an Auto Dealer

Salesman	State	Line of Business	Subject	Amount
C. HIGGINS,	Minnesota	Bottling Company	Rah Rah Rah	\$229
A. McWILLIAMS,	W. Va.	Bank	Will Rogers	145
E. E. MEYER,	Penna.	National Bank	Business Calendars	128
E. E. MEYER,	Penna.	National Bank	Business Calendars	247
F. MINEHART,	Ohio	Paint Dealer	Light of Her Eyes	105
M. G. MITCHELL,	Illinois	Insurance Agent	Plain Business	111
L. H. MOSS,	North Carolina	Laundry	Bluebird Family	170
TOM ORVIS,	Ohio	Real Estate, Insurance	Will Rogers	262
H. F. RICKER,	Mass.	Leather Company	Autumn Rhapsody	111
G. R. RUSSELL,	Idaho	Transfer Company	Feller Needs a Friend	105
J. H. SANDERS,	Missouri	Foundry and Machine	Spirit of America	90
BERT STIFF,	Illinois	Cafe	S239A	110
A. H. STREETER,	Conn.	Laundry	Autumn Rhapsody	101
WM. A. WALSH,	N. J.	Storage Warehouse	My Bonnie	228
F. L. ZIMMERMAN,	Ohio	Insurance	My Blue Heaven	115
W. F. DUNLAP,	Georgia	Peanut Company	Religious Calendars	160
P. C. EARL,	New York	Engraving Company	Autumn Rhapsody	95
W. M. HARRISON,	Mass.	Insurance, Real Estate	Sunrise	105
J. C. HARTMAN,	Kansas	Casket Company	Wanted—a Pal	140
WM. C. HERRMANN,	Mich.	Coal and Coke	Will Rogers	100
LEO HIMELHOCH,	Mich.	Furniture	Rah Rah Rah	97
LEO HIMELHOCH,	Mich.	Funeral Home	Will Rogers	108
LEO HIMELHOCH,	Mich.	Coal	Priceless Heritage	101
E. E. MEYER,	Penna.	Funeral Home	Will Rogers	112
A. A. MULDREW,	Kansas	Furniture	Religious Calendars	180
F. R. RAITZ,	Ohio	Funeral Home	Religious Calendars	125
R. E. SHEA,	N. H.	Construction Company	Peace and Happiness	190
CRAIG SOHN,	Ohio	Transfer and Storage	Rah Rah Rah	161
S. E. HAYNES,	Texas	State Bank	Be Sure You Are Right	175
H. J. KERSEY,	Penna.		Come Back Here	127
H. J. KERSEY,	Penna.	Drug Store	Rah Rah Rah	117
R. H. LIPFORD,	Virginia	Fuel Company	Autumn Rhapsody	100
A. McWILLIAMS,	Virginia	Building Material	Will Rogers	131
E. E. MEYER,	Penna.	Oil Company	Springtime	95
J. H. SANDERS,	Missouri	Funeral Home	Will Rogers	290
E. L. VINCENT,	New York	Hardware Dealer	Joy of Living	175
O. M. WILDMAN,	Calif.	Mercantile Company	Silver Dawn	135
GEO. D. WOLFE,	Penna.	Taxicab Company	Bluebird Family	165
F. W. BELL,	Michigan	Funeral Home	First Snowfall	221
G. B. CORRIGAN,	Virginia	Insurance	Bluebird Family	90
M. C. ECKLAND,	Michigan	Oil Company	Spirit of America	100
J. O. GAMMELL,	Mass.	Commercial Supply	Will Rogers	105
W. R. OLSON,	Illinois	Dairy	Bluebird Morning Call	185
W. R. OLSON,	Illinois	Carpet Store	Will Rogers	101
H. F. GROTTTE,	Texas	Funeral Director	Memories Cabinets	315
J. C. HARTMAN,	Kansas	Funeral Home	Spirit of America	112
R. H. LIPFORD,	Virginia	Mercantile Company	Will Rogers	100

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER
Sold by Jim Morrissey on "My Bonnie Lies Over the Ocean"
to a Bank

BEAR US IN MIND WHEN HUNTING FOR QUALITY
Sold by Fred Shallish on "Come Back Here" to a Lumber Dealer

Salesman	State	Line of Business	Subject	Amount
G. H. MALONEY, N. Y.	N. Y.	Food Store	Houghton Mill	\$110
MRS. PETERSON, Ohio	Ohio	Chevrolet Dealer	Steady	132
MRS. PETERSON, Ohio	Ohio	Trucking Company	Autumn Rhapsody	108
J. S. PETKO, W. Va.	W. Va.	Sand and Gravel Co.	My Blue Heaven	205
J. H. SANDERS, Missouri	Missouri	Undertaking Company	Spanky's Patrol	115
F. W. SHALLISH, N. Y.	N. Y.	Clothier	Light of Her Eyes	86
H. F. RICKER, Mass.	Mass.	Insurance	Plain Business	230
GEO. WILKINS, So. Dak.	So. Dak.	Transfer	Proud Mothers	88
BEN BERCOVIT, N. J.	N. J.	Dairy	Autumn Rhapsody	110
W. F. DUNLAP, Georgia	Georgia	Bank	My Blue Heaven	165
E. H. GERRISH, Conn.	Conn.	Flour and Feed	Silver Dawn	95
E. H. GERRISH, Conn.	Conn.	Electric Company	Rah Rah Rah	100
W. E. GIBSON, Penna.	Penna.	Vulcanizing Company	My Bonnie	100
H. S. SMITH, New York	New York	Coal Dealer	Will Rogers	145
J. C. TYGER, Pennsylvania	Pennsylvania	Funeral Director	Will Rogers	100
A. McWILLIAMS, W. Va.	W. Va.	Fruits and Vegetables	Forever Yours	125
K. MELCHER, Wisconsin	Wisconsin	Insurance	My Blue Heaven	105
L. H. MOSS, North Carolina	North Carolina	Funeral Director	Bluebird's Morning Call	95
L. H. MOSS, North Carolina	North Carolina	Funeral Director	Spirit of America	145
L. B. NOBLES, Texas	Texas	Store Service	Springtime in Forest	105
R. S. PERRY, New Jersey	New Jersey	National Bank	Proud Mothers	115
W. A. SCHEAFER, Pa.	Pa.	Service Station	Scenes of My Childhood	150
L. R. SHEPARD, N. Y.	N. Y.	Ice Company	My Bonnie	378
I. SIEGEL, New York	New York	Manufacturer	Springtime in Forest	100
I. SIEGEL, New York	New York	Business School	Autumn Rhapsody	150
CRAIG SOHN, Ohio	Ohio	Funeral Home	Spirit of America	232
CRAIG SOHN, Ohio	Ohio	Dairy	Puppy Love	105
F. M. STEVENSON, Oregon	Oregon	Funeral Home	Bluebird Family	118
BERT STIFF, Illinois	Illinois	Bottling Works	Light of Her Eyes	110
BERT STIFF, Illinois	Illinois	Furniture	Religious Calendars	115
L. R. WALKER, N. C.	N. C.	Mortuary	Will Rogers	118
J. M. WIGLEY, Alabama	Alabama	National Bank	Business Calendars	145
J. H. ETTER, California	California	Bank	Come Back Here	100
P. H. KEOCH, Penna.	Penna.	Dairy	Long Life	95
E. KELTNER, Illinois	Illinois	Electrical Testing	My Blue Heaven	195
H. J. KERSEY, Penna.	Penna.	Trust and Savings	Business Calendars	300
M. G. MITCHELL, Illinois	Illinois	Oil Company	Will Rogers	110
M. G. MITCHELL, Illinois	Illinois	Insurance Agency	Business Calendars	105
J. L. MORRISSEY, Ohio	Ohio	Grain and Feed	Puppy Love	125
T. F. ORVIS, Ohio	Ohio	Life Insurance	My Diary	105
MRS. PETERSON, Ohio	Ohio	Funeral Director	Religious Calendars	231
MRS. PETERSON, Ohio	Ohio	Coal & Bldrs. Supplies	Peace and Happiness	175
E. P. PITTMAN, Arizona	Arizona	Oil Station	Will Rogers	100
CRAIG SOHN, Ohio	Ohio	Coal Company	Will Rogers	112
A. McWILLIAMS, Maryland	Maryland	Jewelry Company	Will Rogers	345
L. H. MOSS, North Carolina	North Carolina	Coal Company	Houghton Mill	315
E. H. GERRISH, Conn.	Conn.	Dairy	Sweet Baby	465
F. W. BELL, Michigan	Michigan	Auto Customs	Rainbow Fishing Fleet	100

A HOME INSTITUTION SERVING HOME PEOPLE
Sold by C. F. Gordon on "Here Peace and Happiness Abide"
to an Electric Shop

GENTLEMEN PREFER BRONZ Z Z

Sold by Jim Gilroy on "My Blue Heaven" to a Conoco Dealer

Salesman	State	Line of Business	Subject	Amount
D. W. BROWN, R. I.		Dairy	Puppy Love	\$180
P. C. EARL, New York		Thermometer Co.	Playmates	110
J. M. GILBERT, S. C.		Dry Cleaners	Lucky Dog	125
H. F. GROTE, Texas		Rubber Goods	Playmates	170
C. HIGGINS, Minnesota		Ice Cream Company	My Blue Heaven	180
J. B. KASPER, Tennessee		Bank and Trust	Religious Calendars	150
C. L. LEWELLEN, Ohio		Coca Cola Bottling	Spirit of America	110
A. J. MORRIER, Mass.		Package Store	Homes & Gardens	105
SAM RABORN, W. Va.		Merchant	Will Rogers	180
R. E. SHEA, N. H.		Insurance Agency	Priceless Heritage	220
P. C. EARL, New York		Mercantile Company	Business Calendars	155
J. C. MUR, California		Funeral Home	Will Rogers	210
D. M. MORRISSEY, N. Y.		Cleaners and Dyers	My Bonnie	130
A. McWILLIAMS, W. Va.		Furniture Company	Will Rogers	325
K. H. GERLACH, Florida		Dairy	A Long Life	175
H. J. KERSEY, Penna.		Dairy	Spanky's Patrol	115
E. A. GILMORE, Oklahoma		Transfer and Storage	Joy of Living	160
W. OLSON, Illinois		State Bank	My Bonnie	110
I SIEGEL, New York		Tissue Company	Will Rogers	235
R. S. PERRY, New Jersey		Funeral Home	Religious Calendars	100
R. S. PERRY, New Jersey		Funeral Home	Religious Calendars	180
J. F. ANDERSON, Idaho		Diamond Shop	Houghton Mill	200
R. R. BOND, Wisconsin		National Bank	Autumn Rhapsody	95
CHAS. CLAYTON, Penna.		Millwork Company	Peekaboo	102
P. C. EARL, New York		Mercantile Company	My Blue Heaven	145
W. E. GIBSON, Penna.		Lumber Company	Houghton Mill	105
J. C. HARTMAN, Kansas		Savings and Loan	Bluebird Family	325
JOE HENDERSON, Ala.		Gas Company	Rah Rah Rah	100
S. A. HODSON, Michigan		Funeral Home	Be Sure You Are Right	238
R. H. LIPFORD, Virginia		Funeral Home	Safety Patrol	145
W. H. MADDOX, S. C.		County Bank	Spirit of America	145
A. McWILLIAMS, W. Va.		Baking Company	Peekaboo	95
M. C. ECKLAND, Michigan		Funeral Home	Will Rogers	95
J. L. MORRISSEY, Ohio		Coal Company	Will Rogers	155
A. A. MULDREW, Kansas		Milling Company	Springtime in Forest	250
R. S. OSBURN, Illinois		Insurance	Kiddies, Inc.	100
R. S. PERRY, New Jersey		Motor Parts	Priceless Heritage	110
J. H. SANDERS, Missouri		Hide and Wool Co.	When Ship Comes In	150
L. R. SHEPARD, New York		Funeral Director	Joy of Living	105
L. R. SHEPARD, New York		State Bank	Silver Dawn	132
I. SIEGEL, New York		Dairy	Hold Everything	150
I. SIEGEL, New York		Oil Company	Will Rogers	140
I. SIEGEL, New York		Coal Company	Guiding Hand	195
I. SIEGEL, New York		Insurance	Spirit of America	105
I. SIEGEL, New York		Stoves	Forever Yours	135
I. SIEGEL, New York		Funeral Home	Guiding Hand	100
E. B. SIERER, Washington		Funeral Home	Priceless Heritage	220
A. W. THURN, Wisconsin		Funeral Home	Be Sure You Are Right	112

USED CARS WITH MILES OF UNUSED MILES

Sold by Guy Dean on "Springtime" to a Chevrolet Dealer

IT'S RIGHT IF I WRITE IT

Sold by Lou Byrne on Business Calendars to an Insurance Agent

Salesman	State	Line of Business	Subject	Amount
H. W. TIMOTHY,	Calif.	Milling Company	Peace and Happiness	\$100
L. R. WALKER,	N. C.	Furniture Company	Will Rogers	95
S. C. WHALEN,	Penna.	Coal Company	Be Sure You Are Right	90
S. C. WHALEN,	Penna.	Funeral Director	Spanky's Patrol	102
J. M. WIGLEY,	Alabama	Furniture Company	Bluebird Family	100
MR. CLAWSON,	Kansas	Furniture Company	Springtime in Forest	125
G. E. ADAMS,	Colorado	Dairy	Spirit of America	135
MR. ADAMS,	Minnesota	Roller Mills	Bluebird Family	100
D. S. ADAMS,	Minnesota	Roller Mills	Bluebird Family	123
LARRY MOSS,	N. C.	Funeral Home	FD Supplies	112
A. A. MULDREW,	Kansas	Flour Mills	Bluebird	225
L. B. NOBLES,	Texas	Funeral Home	FD Service	105
J. H. SANDERS,	Missouri	Lumber	Peace and Happiness	137
CRAIG SOHN,	Ohio	Funeral Home	Houghton Mill	230
F. M. STEVENSON,	Wash.	Dairy	Be Sure You Are Right	100
J. S. BELL,	Louisiana	Furniture	Ger-Bars	175
BEN BERCOVIT,	N. J.	Real Estate	Be Sure You Are Right	100
LOU BYRNE,	New York	Funeral Home	Rainbow Fishing Fleet	227
CHAS. CLAYTON,	Penna.	Insurance	My Bonnie	100
G. D. KETCHAM,	Indiana	Florist	Forever Yours	100
DAN MORRISSEY,	N. Y.	Transport Company	Priceless Heritage	100
J. E. GILROY,	Indiana	Food Products Mfr.	Safety Patrol	115

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER

Sold by J. B. Kasper on "My Bonnie Lies Over the Ocean"
to a Pontiac Dealer

CAROLINIANS ARE GOOD AMERICANS

DEAR MR. LOGAN:

Enclosed is an order for 200 "All-American" billboard calendars which this customer wants just as quickly as possible for 1941 distribution.

The first hundred were so much in demand that he wants to place these all over his territory.

Sincerely,

LYNN WALKER.

The people of the Old North State are demonstrating their loyalty to American ideals and standards every day and we're proud of our representatives in the Carolinas who are rendering a patriotic service to America.

ADVERTISING AS GO

The industries of this country are running very close to capacity. In a large number of cases, in spite of this fact, they are unable to meet the demands placed upon them. As a result tremendous "backlogs" are being built up. As time goes on, this situation will intensify. It will be met to a certain extent by plant extensions, and by keeping the industries in continuous—24 hour a day, 7 days a week—operation.

In other words, whether we like to believe it or prefer to kid ourselves, we are rapidly changing from a peace to a war economy. Within the next few months this change will become complete, or nearly so. The only way to stop it is to stop the war. And the only way to stop the war is to stop Adolf Hitler. That is the situation with which we are confronted, and there is no use blinding ourselves to the FACTS.

Then, you may ask, what about "Business as Usual?" My answer is—you can throw that idea right out the window. In 1941 we will NOT have business as usual. But, to offset this, we WILL have UNUSUAL business—the biggest and most unusual business this country has ever known. And, in spite of the changes that will occur, our own company should—and will—benefit. That is, it will IF you men on the sales force take full advantage of the switches which are certain to take place in advertising.

During 1941 many industries will find that they cannot accept any more orders from private buyers. This will be due to several factors—government contracts,

priorities, inability to obtain material, labor shortages and other things. Face with this situation, many of these industries and business houses will be TEMPTED to curtail or discontinue their advertising. They will argue that it is wasteful to advertise when they cannot take on any more business.

That's where YOU come in. For you employ real salesmanship, you can knock that argument into a cocked hat. You can do even better than that—you can turn it to your OWN advantage.

You can remind firms of this kind: their "war business" is only TEMPORARY and that when the war is over COMMERCE WILL BE THE GREATEST EVER KNOWN because many industries, in this sense, will be starting all over. That is the cause of this fact, it is of the utmost importance that they INSURE THEIR GOVERNMENT WILL during the period when they are obliged to produce war goods, and therefore—in effect—'out of mind' instead of as their regular customers are concerned.

When the United States began to realize the significance of World War 1916 and launched its "preparedness campaign", the same situation arose. When this country entered the war in 1917 many advertisers questioned the desirability of continuing their campaigns. Because of war needs, many manufacturers were unable to serve their regular trade. Others had their output for the civilian population greatly reduced by lack of material. Therefore—AT FIRST—advertising volume fell off. In fact, the current became so serious that William

D WILL INSURANCE

Colver, chairman at the time of the Federal Trade Commission, made this appeal to the business houses of the United States.

"Discontinuance or sharp curtailment of advertising because of temporary war conditions would seem to imperil the most valuable asset that any business has—namely: its good will . . . In advertising, the business man has built up the intangible or spiritual side of his business, if such it may be designated, as distinct from the material side. It is the spiritual side, as represented by good will, that is slower of growth and that is more seriously jeopardized by neglect—neglect which could take no more disastrous form than an interruption to advertising. Good will, in my estimation, is far more valuable than the physical property with which it is linked. The physical property is in a measure useless without the vitalizing spark of good will. . . . The manufacturer who has converted his factory to war work and has therefore interrupted the production of his original line does not tear down and discard his expensive machinery to save the insurance premiums or other similar expenses."

"This statement by Mr. Colver had almost immediate effect. Manufacturers, instead of stopping their advertising, changed their copy to "good will" appeals.

In fact, the growth of INSTITUTIONAL ADVERTISING dates from the years of World War I. This fact is recognized by leading advertising authorities.

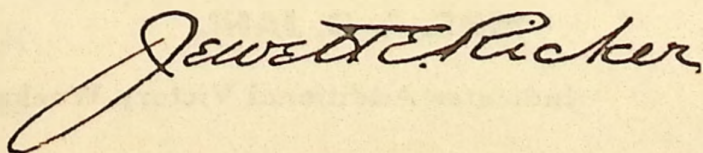
Today, though we are not active par-

ticipants in World War II, we are facing exactly the same situation. During 1941, more war goods will be produced in this country (according to reliable estimates) than were produced in either 1917 or 1918. For this reason, many advertising schedules are already being changed. More will be within the next few months.

It is unlikely that you will have many prospects and customers who will at this time decline to buy because their capacity is taken up by "defense orders," but you will eventually run into this situation. For this reason we should be prepared to meet it, and turn it to our OWN advantage.

With our type of medium we can PROFIT from the change to a "war economy" that is taking place in this country. We can do so by selling our type of advertising as GOOD WILL INSURANCE. Consequently, in future issues of The REVIEW, we are going to recall the lessons learned in 1917-1918, and we are also going to keep you posted on the ways in which business and industry are NOW using advertising as GOOD WILL INSURANCE.

The Aluminum Company of America has already reached the point where it cannot supply all of its normal trade. Therefore, it is using advertising as GOOD WILL INSURANCE. Follow this copy in the magazines. We'll tell you more about it next week.



\$1,000 CLUB

END THIRD WEEK

*FRED W. BELL	J. R. LAING
*BENJAMIN BERCOVIT	**R. H. LIPFORD
**C. I. CHAMBERLAIN	A. McWILLIAMS
**CHAS. CLAYTON	RUDY MADDOX
A. F. COOPER	GEO. H. MALONEY
**P. C. EARL	KATHERINE MELCHER
J. H. ETTER	E. E. MEYER
HARRY D. EVANS	**M. G. MITCHELL
G. ROBT. FALLS	D. M. MORRISSEY
J. O. GAMMELL	*L. H. MOSS
E. H. GERRISH	*R. S. OSBURN
W. E. GIBSON	**R. S. PERRY
**H. F. GROTTÉ	FANNIE PETERSON
AMASA HARTMAN	FRANK R. RAITZ
**J. C. HARTMAN	*H. F. RICKER
**SAM E. HAYNES	DOC SAGE
JOE HENDERSON	J. M. SAUNDERS
*WM. C. HERRMANN	L. R. SHEPARD
CLIFFORD HIGGINS	*ISIDOR SIEGEL
**LEO L. HIMELHOCH	*E. B. SIERER
*SIDNEY A. HODSON	*CRAIG SOHN
J. B. KASPER	F. M. STEVENSON
*P. H. KEBOCH	ESTELLE P. THOMPSON
EUGENE KELTNER	A. W. VORES
*H. J. KERSEY	S. C. WHALEN
MRS. A. C. JAHL	

* Indicates Additional Victory Weeks.

THE EARLY BIRDS OF 1941

Standing at End of Second Week . . . January Fourth

SENIORS

- | | |
|----------------------|--------------------|
| 1. KEBOCH | 16. HODSON |
| 2. HARTMAN, J. C. | 17. HERRMANN |
| 3. SIEGEL | 18. CLAYTON |
| 4. MITCHELL | 19. SOHN |
| 5. EARL | 20. McWILLIAMS, A. |
| 6. CHAMBERLAIN | 21. Keltner |
| 7. LAING | 22. Ricker |
| 8. VORES | 23. Sierer, E. B. |
| 9. BERCOVIT | 24. Higgins |
| 10. LIPFORD | 25. Haynes |
| 11. KERSEY | 26. Muldrew |
| 12. MORRISSEY, D. M. | 27. Olson |
| 13. STEVENSON | 28. Raitz |
| 14. HIMELHOCH | 29. Moss |
| 15. PERRY | 30. Melcher |

JUNIORS

1. EVANS
2. ADAMS, S. E.
3. PHILLIPS, JASPER
4. CLARK
5. WAITE

TAKE WHAT YOU WANT

by Channing Pollock

Reprinted from "THIS WEEK"—BALTIMORE SUN

Abraham Flexner, the distinguished educator, once told me of a supposedly unmanageable youth who had been sent to him after expulsion from the public schools in Louisville, Kentucky. "He comes when he likes," the boy's former teacher said, "and goes when he likes, and no amount of punishment can make him do otherwise."

"Well, that's all right," said Dr. Flexner, addressing the lad. "There are no regular hours in MY school. Come and go as you please, and you needn't study at all if you'd rather not."

The boy took him at his word. "During the first month," Dr. Flexner related, "I don't think my young friend ever appeared before noon. No one reproved him, and he seemed disappointed. Also, and quite obviously, he was puzzled that his classmates, under no greater compulsion, came when school opened and remained till it closed. 'Why do they do that?' he asked, finally.

"I answered, 'They want to get something out of life.'

" 'You don't call THIS getting something!'

" 'You've got to pay for what you get,' I explained. 'Unless your credit is good, you pay in advance; but, whatever your credit, you pay sometime. And what you get depends upon what you desire most, and how much you're willing to pay.'

"My young friend began spending more of his time with us. Then he got interested, and, soon afterward, saw what he wanted in life's shop window. 'How long would it take to become an electrical engineer?' he asked.

" 'That depends upon you,' I replied. 'If you work eight hours a day, it should take six years. If you work four hours, it'll take twelve. What do you want more—to hang around street corners, or to be an electrical engineer?'

"That boy," Dr. Flexner concluded, "is now one of the chief executives with General Electric. I see him frequently; he says I was the worst tyrant he ever met in his life."

Everything on earth—and elsewhere, perhaps—is in what Dr. Flexner aptly calls "life's shop window." In other words, God says, "Here is the world; take what you want—AND PAY FOR IT." The important consideration is not to pay more than a thing is worth, and the greatest mistake is believing that you can avoid payment. It seems to me sometimes that the best training is that which makes us "good buyers." Like the lad in Benjamin Franklin's fable, so many of us exchange our all for tin whistles.

"What I've got to decide," a friend of mine told his wife, "is whether I want to be a celebrated author or a celebrated diner-out."

Is fitness worth more than a gay party, or health and solvency and

respect more than "sweet doing nothing," or a career of dissipation? That's for you to determine, and, I insist, the question isn't one of virtue but of value; not of preachment, but of appraisal. One of the most talented men I ever knew died twenty years ago; with his mother and a court officer. I went to his bank and found his safe-deposit box so stuffed that we had difficulty in drawing it from the enclosure. When we had done so, the bulging contents proved to be only letters from women. In the end, his mother paid for the tin whistle, but he had paid, too—all his life, and WITH his life.

What is an hour worth? What is a job worth? How much is too much to pay for money, or love, or leisure, or success, or self-respect? In a shop, you'd ask yourself how you intended to use the leisure, and examine the quality of that love or success. Each of them has a fixed price; plainly marked for the experienced buyer; and if he is wise he will take "some of all," in the proper proportion. Only the buyer can choose. To put it another way, there is nothing to prevent the athlete's breaking training—except that it probably will cost him the game, or the race, or the fight. Smith is one of the ablest men in the country; he could have got to the top, except that he drinks too much. Jones is a brilliant lawyer, but a failure because everybody knows he's not straight. Brown lost three jobs by shirking, and this morning Parker missed a big sale because he'd just got out of a night club, where he'd "had a swell time." Smith has a right to drink what he pleases, and Jones to compromise with his conscience, and Brown to idle, and Parker to stay up until dawn—if they think what they get is worth what they pay for it. But they're only cheating themselves if they believe they can dodge the collector.

Most of us can get at least a considerable part of what we want most—IF WE'RE WILLING TO PAY. But comfort and security and health and well-being come high; even "success" may come too high. Every day's newspaper reports the death from overwork or overworry of men in their prime. Everybody knows other men who have shut the fine things—literature and music and love and companionship—out of their lives for figures in bank accounts. And for power and those same figures, still other men have paid even more heavily.

I shall never forget a ruined and miserable old fellow I met seven years ago in Athens. Night after night he sat alone in the lobby of the Hotel Grand Bretagne. When, at last, I overcame my reluctance to intrude, and bowed to him, he responded with tragic eagerness. "I recognized you the day you arrived," he said, "but, after what's happened, of course I never speak to anyone who hasn't spoken to me first." The old fellow was Samuel Insull, former multimillionaire head of a great electric-power empire, who, reaching out for more millions and more power, had become an exile, fighting extradition in order to avoid standing trial in his own country.

I could think then, and can think now, of no better example of paying too much for tin whistles.

(Thanks to B. L. Beall)

BUYERS EVERYWHERE PLACE THEIR O. K. ON THE '42 LINE

There's an old saying to the effect that the proof of the pudding is in the eating. That being true, the '42 Line is "Some Pudding" if we may judge by the buyer's acceptance of it. From coast to coast, the '42 Line has met with the unqualified approval of buyers. Our Bluebird and Safety First subjects are going over even far beyond our fondest hopes and fully up to our expectations.

The Crandell Girl and Parrot series and the newest Will Rogers subject are both fully up to record sales and growing daily in strength because advertisers have found from experience that it pays to follow through on a series of pictures which in time become a trademark for their business.

The new patriotic subject, "Spirit of America" is proving to be a most excellent and timely followup to "Their Priceless Heritage" and bids fair to even surpass the wonderful record made by that subject last year.

The newest Charlotte Becker picture—"A Long Life and a Healthy One" will readily outsell its predecessors if we may judge by sales to date.

The new Colored Etching, "Houghton Mill," has already booked many thousands of dollars worth of business from banks, funeral directors, business colleges, printers, milling companies and manufacturers.

Gerlach-Barklow Home subjects are increasing in popularity each year. This year we have a beautiful picture by Francis Dixon—"Here Peace and Happiness Abide"—which is taking a great deal of fine business among real estate and insurance men, bankers, lumber dealers, bond and mortgage houses and other kindred lines.

In addition to the Francis Dixon home subject, we also have "Scenes of My Childhood" and "An Autumn Rhapsody," both of which are bringing in a lot of plus business.

"My Bonnie Lies Over the Ocean" is the best of all this series of child and dog subjects and is making a new high for sales.

Just as Crandell's Ideal Girl subjects have become identified as Gerlach-Barklow Girls, so they should be identified locally as the trade mark of at least one of your customers in every community in your territory.

"Steady" and "Sunrise" are the finest outdoor pictures appearing in any '42 calendar line.

"The Joy of Living" offers an entirely new note which is making a tremendous hit with discriminating buyers everywhere, while "Proud Mothers" and "Down on the Farm" are both doing a lot of business.

PRESIDENT'S AWARD

BUSINESS REGULARITY is the big factor in successful salesmanship and it has been demonstrated that the salesman who can make a perfect score in January has an excellent start toward a successful year.

In order to encourage business regularity, President MacKeever makes a personal award of a five-dollar hat to every salesman who qualifies by writing business every day during the period beginning on opening day, Thursday, December 26, 1940, and ending Saturday, February 1, 1941.

DEAR BERT:

Your letter of January 9th gave me some ideas on that S-257 Laundry Calendar with the Garden Pads and while I am not making any promises about selling Laundries, because I have had no luck since being in this business with Laundries, but I have certainly had some fine results with the Garden Pad.

An example was the F—— Ice & Coal Co., who were not going to continue their Calendar advertising until I took time to read the Garden Pad to them—just picking a highlight here and there, such as Jim Talcott has shown us by putting a red pencil mark on things we want to point out. This order only amounted to \$120, but it held a customer in line and if it will do that, it will sell plenty of new customers. I agree with Herrmann that this is the finest addition to our pad line.

Yours very truly,

FRED W. BELL.

DEAR ERNIE:

Just a few lines in reference to the enclosed order for 65 R-2 "An Autumn Rhapsody." This order gave me the biggest thrill of the present season. This customer has been using "etchings" for several years and I have fought for this order the last three years.

Mr. Stephens was generally accepted as being invincible on his etchings. I tried the "Rainbow Fishing Fleet," comment, "beautiful," but no sale. I went out for another subject before leaving. The following conversation ensued, "Mr. Stephens, when you look at this picture I believe you will know how Elbert Hubbard was thinking when he wrote, "Let me live in a house by the side of the road, and be a friend to man." "Jack, that's it, write me up." I wrote! Trude Lake could hold no greater thrill.

JACK SANDERS.

EARLY BIRDS OF FORTY-ONE

A Ten Weeks contest starting December 26th, 1940, and running to March 1st, 1941. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1939, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1939, who have not had previous calendar selling experience.

	Points
VOLUME	75 %
NUMBER OF ORDERS	25 %

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

Seniors	
First Prize	\$100.00
Second Prize	75.00
Third Prize	50.00
Fourth Prize	45.00
Fifth Prize	40.00
Sixth Prize	35.00
Seventh Prize	30.00
Eighth Prize	25.00
Ninth Prize	25.00
Tenth Prize	20.00
Eleventh Prize	20.00
Twelfth Prize	15.00
Thirteenth Prize	15.00
Fourteenth Prize	15.00
Fifteenth Prize	15.00
Sixteenth Prize	10.00
Seventeenth Prize	10.00
Eighteenth Prize	10.00
Nineteenth Prize	10.00
Twentieth Prize	10.00

\$575.00

Juniors	
First Prize	\$50.00
Second Prize	40.00
Third Prize	30.00
Fourth Prize	20.00
Fifth Prize	10.00

\$150.00

The following rules will govern this contest: Contest began Thursday, December 26th, and ends Saturday, March 1st. No business received in envelopes postmarked later than March 2nd will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.

BE THE HUNDREDTH MAN!!

You can make anybody like you—if you want to.

You can make all your customers boost for you.

The way is simple.

Just be INTERESTED in them, and in things which interest them.

Not an artificial, faked-up interest that dies down as soon as they sign up, but a genuine, real, helpful interest that lives and lifts.

Nothing is so interesting as interest in others.

And nothing attracts others so quickly to you.

“Every man’s world is a personal world.”

Ninety-nine men out of a hundred are interested only in their own personal life and work.

The hundredth man is interested in life and work of the other ninety-nine.

And the ninety-nine fall on his neck!!

They love to see him come. They hate to see him go. He gets at their heartstrings. He draws out their secrets. He wins their confidence.

He gives—AND HE GETS.

BE THE HUNDREDTH MAN!!

It’s worth it.

When your customer tells you about his tonsilitis, don’t begin to tell him about yours. That’s the losing way. Stick to his. And when you get outside, make a note of it. On your next call, inquire about the tonsils.

From TONSILS to SELLING TALK is a straight line.

Sales and sentiment are not unrelated.

Personal interest in your prospect is the wedge that splits the rock of his indifference.

It leads the way to the dotted line.

Many a signed order can be traced to a friendly interest in Little Willie’s genius for engineering.

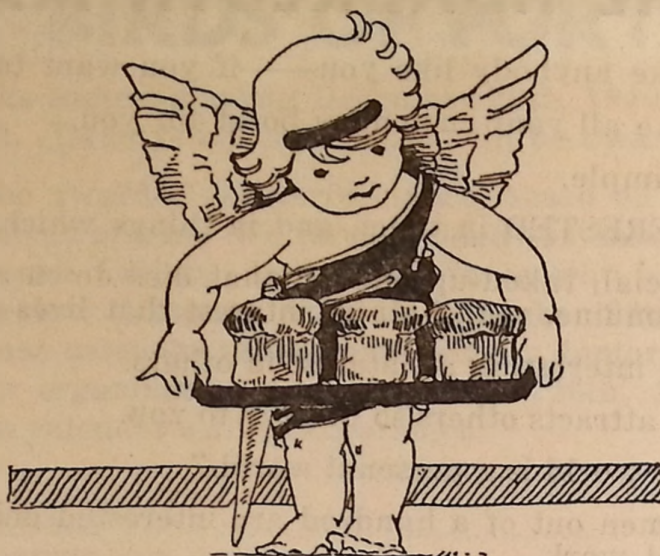
Be interested in your customer—in all that concerns your customer. Be more than that—be interested in EVERYBODY you meet.

You can learn a lot.

“I never knew, in addressing a new individual, what may befall me” says Emerson. “I carry the keys of my castle in my hand, ready to throw them at the feet of my Lord whenever and in whatsoever disguise he shall appear.”

Interest in others spells happiness, helpfulness and self-growth. It’s the straight road to popularity with your customer.

BE THE HUNDREDTH MAN!!



THOSE CRANBERRY MUFFINS!

Sometimes a recipe is just "another recipe." It may or may not be accurate; the results may or may not be eatable even though the rules are followed carefully, and since the proof of the pudding (or muffins) is in the eating, if the "eating" isn't good, well, the recipe is discarded.

But say, let me tell you one recipe that isn't just another recipe, is accurate to the Nth degree—and the results are everything that could be desired in the way of dainty, light, tasty cranberry muffins! I know, because I made them this week.

And not only that, but they're so easy to make, and inexpensive too at this time of the year. They are ideal for any meal—and made in small muffin tins (that's the way I did and got 24 too) they would be lovely for evening refreshments or even a party.

Where did I get that recipe? Why, it's in the Better Homes-Better Gardens S257 series that you are carrying. Am sure if your customers knew the value of this one particular recipe they would want everyone of their customers to have a copy of this series.

Maybe I'll try another one of the "Better Homes-Better Gardens" recipes and tell you about it next week—we'll see.

ELIZABETH BALL.

P. S.—I'm not a housewife—just a business woman.



**He Never Smokes Nor Goes Out Nights
and Neither Does Our Coal**

THE WILLIAM C. HERRMANN COAL CO.

1941	JANUARY						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

MANY A MAN who had a perfectly good set of resolutions on January first is now looking for a repair shop.

There are just three essentials to success in selling. Resolve today to change your course and you can win, no matter where you stand.

These three essentials to success are as follows — Stick! Stick!! Stick!!!